



FIRST® Volunteer Recruitment Strategies Tip Sheet

This tip sheet is designed to provide helpful strategies for recruitment of *FIRST*® volunteers: mentors, coaches, judges, and other event volunteers.

Step 1: Understand

Do your research to understand the community you serve. Take the time to get to know the members and the needs of the community that your programs are situated in. Understand the historical aspects, demographics, languages, cultures, and challenges of the community. If your community primarily speaks Spanish, *FIRST* has some materials translated. Please [click here](#) to access them.

Step 2: Inform

Spread the word of the [mission of FIRST](#). *FIRST* is a robotics community that prepares young people for the future. When volunteers understand who *FIRST* is and what our goals are, it is the first step to encouraging participation. [Show](#) volunteers what *FIRST* is all about and our commitment to [Equity, Diversity, and Inclusion](#) through impact.

Step 3: Connect

Form connections with community-serving organizations, schools, school districts, and local chapters of equity-driven organizations, fraternities, sororities, and community businesses including barber shops and beauty salons. Making connections to the respected gatekeepers of communities can help to recruit community leaders to serve as *FIRST* volunteers. Remember that building trust with community leaders takes time, so allow for that as you begin to build relationships.

Step 4: Think Outside of the STEM Box

Volunteers at *FIRST* are not solely STEM experts. Recruitment of STEM experts is great, but all who are committed to our work at *FIRST* can be invited to become a volunteer and create STEM experiences for students on teams. Reach out to local trade schools, unions, and community colleges. Market your recruitment efforts through hosting a virtual or community event.

Step 5: Empower

Ensure that the volunteers that you recruit clearly understand the roles and expectations of being a *FIRST* volunteer. Be flexible with roles whenever possible. Recruit in clusters/cohorts so that new volunteers in groups of two or more start their *FIRST* experience together. Engage your current volunteers to support in recruitment and welcoming the new volunteer recruits to the organization, which helps gain a sense of belonging. Provide support and incentives for your new volunteer recruits: transportation support, providing snacks and meals, and activities for young children (childcare). Encourage your new volunteer recruits to participate in [FIRST Equity, Diversity, and Inclusion training](#).

FIRST® EQUITY, DIVERSITY, AND INCLUSION STATEMENT

FIRST is committed to fostering, cultivating, and preserving a culture of equity, diversity, and inclusion. We embrace and encourage differences in race, ethnicity, national origin, sex, gender, gender identity, gender expression, sexual orientation, disability, age, religion, income, language, learning difference, or any other characteristics that make our adult-force and students unique.

🔗 Questions, contact us directly diversity@firstinspires.org 🌐 Learn more about *FIRST* at www.firstinspires.org